



*Enabling connected and evenly distributed healthcare*



# WHINN - 2019

Tech Talk: Real life examples of new HealthTech solutions

*Pharmaceutical knowledge is trapped in analogue silos and disconnected from critical data and actual usage situations*

**20%**

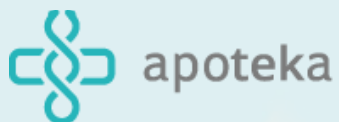
of OTC users ask for wrong medication or use it inappropriately

**50%**

of prescriptions from hospitals contain mistakes

**100,000**

Danes are hospitalised every year due to medication errors



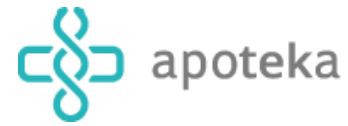
**Apoteka is digitalising the pharmacy enabling:**

**Critical medicine knowledge available** to the right person at the right time

**Connecting pharmaceutical knowledge** with critical patient data

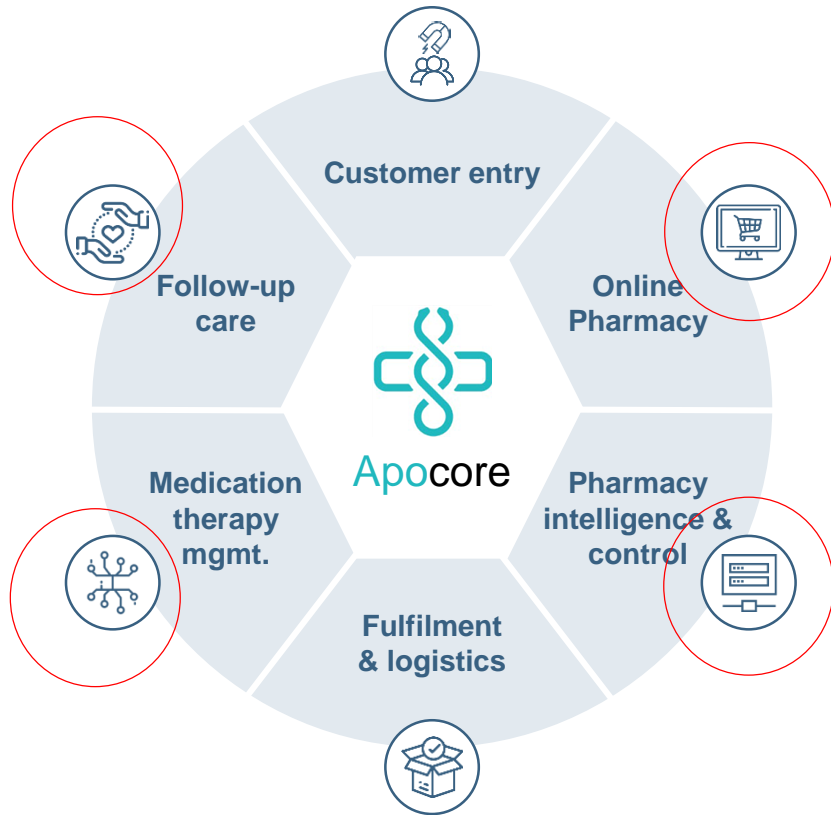
**Empowerment of patients** to manage their own medication better

# Our vision is to lead the digital transformation of the pharmacy



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- **Digital approach to pharmacy will be a critical enabler to a more efficient, more fair and a safer healthcare sector**
    - Unique role in the periphery of the health care sector (before and after we get really "ill" and "expensive")
    - Direct and data-enriched contact with customers
    - Integrator of trusted patient-oriented health services (compliance, apps)
  - **Strong shift to e-commerce and convenience propelling online pharmacy model**
    - Increased trust in and reliance on e-commerce
    - Significantly better customer experience (assortment, availability, discretion)
    - Rapidly improving logistics solutions
    - Demand for increasingly personalized services

# Apoteka has developed an integrated end-to-end digital pharmacy integration platform



Fully compliant pharmacy platform having **integrated to a country-wide prescription server** as well as **automated reimbursement calculation** and insurance reporting



**Algorithms** supporting pharmacist prescription control and **automatic generation of personalised customer advisory letters**



**Back-end intelligence** built for managing medication for planning, dosing and administrating medicine



**Easy and fast customer service through anonymous chat service and**

# Apopro has rapidly secured a leading market position...



**...but out-dated regulation and market inertia dis-incentivises  
launch of new high impact initiatives**

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# Innovation in healthcare could be accelerated significantly

*Regulation focused on existing (outdated) business models can delay innovation*

- Regulation focused on fixing systemic problems instead of incentivising desired outcomes
- New regulation often try to solve within the boundaries of the existing structure
- Tenders often biased towards incumbent market players
- Unclear path from pilot in one municipality/region to broader roll-out



- Focus on rewarding the desired outcome
- Regulate the fundamentals – not the details
- Allow for incremental development, follow-up and adjustments

**Thank you**